

SHEAFFER'S *Review*



A. V. Peters Named Promotion Manager

Andrew Voya Peters recently joined the company as sales promotion manager for the International Division.

A native of Belgrade, Yugoslavia, Mr. Peters will assist in developing and expanding business abroad as part of the company's international sales expansion program. While he will make his headquarters in Ft. Madison, much



A. Voya Peters

of his time will be spent working with Sheaffer distributors and their sales personnel in countries throughout the world.

The International Division's new sales promotion manager is particularly well equipped for the role he will play in promoting the sale of Sheaffer products abroad. In addition to speaking Serbian, German, French, Spanish, Italian and of course English, Mr. Peters has lived in many places.

During World War II he served with General Mikhailovitch's Yugoslavian Royal Army as a second lieutenant. After the war, Peters enrolled at the University of Geneva and studied there until 1947 when he came to this country to continue his studies at Columbia University. He received his master's degree in business administration from Columbia in June 1949. A short time later he joined American and Foreign Enterprises Inc. in New York and traveled extensively throughout Central America for that firm before joining Sheaffer's.

The new sales promotion manager is married and has two sons, Nicholas 5 and Thomas 3.

UP SNORKELS!

Marineland turtles are modernizing their diving equipment to include snorkels.

Rufus G. Hibbett Jr., a recent visitor to the Florida aquarium, wrote the Sheaffer Pen Company that he dropped his Snorkel fountain pen into the pool but managed to locate it in the crystal clear water. However, before a diver could recover his Snorkel pen, a big turtle swam by and gulped the writing instrument down.

The turtle now enjoys the distinction of being the only Snorkel equipped specimen in the pool.

EMPLOYEE X-RAYS SLATED AT FOUR COMPANY PLANTS

Free chest X-rays for employees at the Ft. Madison and Mt. Pleasant plants will be available during February as part of the company's general health program.

The special mobile unit from National X-ray Surveys, Inc., which has been visiting the company's plants in past years, will start X-raying employees at the Main plant Wednesday Feb. 27. The following day the mobile unit will be at the Mt. Pleasant plant. On Feb. 29 it will return to Ft. Madison to finish up with employees at the Skrip plant.

Health Safeguard

Last year 1,454 Sheaffer employees received free chest X-rays under the health program which is intended to safeguard the health of employees. Early detection of respiratory diseases through regular periodic X-rays enables the employee to undergo treatment before the disease reaches the advanced stages where it may handicap or disable the employee.

X-rays taken during the three day period are sent to a specialist for reading. If there is any doubt about an individual's X-ray, the radiologist refers it to Dr. Feightner who may then request the employee to have a larger X-ray taken. Should this X-ray merit further investigation, the employee is referred to his family physician for further attention.

Warden Lainson Addresses Foremen and Supervisors

Percy Lainson, warden of the Iowa State Penitentiary, told the January meeting of the Foremen and Supervisors Club that prisoners in federal and state institutions represent a daily loss to industry of more than 1,110,000 man-hours.

Today, there are approximately 185,000 prisoners in penal institutions across the nation, the warden said. Figuring that each man represents a loss of six work hours per day and placing an average hourly wage of \$1.25 on each of these prisoners, crime is costing industry about \$1,387,500 a day, he said.

Warden Lainson addressed the Foremen and Supervisors in the plant auditorium following dinner at the cafeteria.

Company's Sales and Earnings Increase

Sheaffer's net sales for the nine months ended Nov. 30 rose to \$20,910,763 from \$20,329,927 for the same period a year ago.

During the nine month period the company's net earnings also climbed to \$2,198,518 or \$2.66 a share from \$1,886,068 or \$2.29 a share during the comparable period the previous year. Taxes also took a bigger bite. Provision for taxes for the nine-month period ended last Nov. 30 was \$2,341,000, compared with \$2,017,900 for the previous corresponding period.

Sheaffer's third-quarter profits also rose despite a slight decline in sales for the period. Net earnings in the third quarter were \$1,304,421 or \$1.58 a share compared with \$1,272,887 or \$1.54 a share in the corresponding quarter of the previous year.

The company's net sales for the third quarter were \$9,323,960 compared with \$9,430,533 for the third quarter last year.

Named Trustee

W. A. Sheaffer II was reelected a trustee of the Equitable Life Insurance Company of Iowa at the board of trustees' recent meeting in Des Moines.

Sheaffer's Review

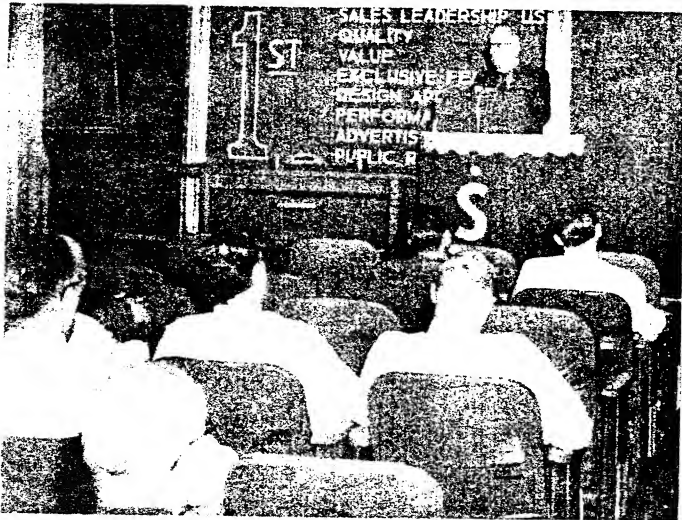
Goings On...



Two veteran employees who recently completed 30 years of service with the company are honored by President W. A. Sheaffer II (center) who is shown presenting a solid gold desk pen set to Harry Spencer (l) (Gold Nib) while another 30-year employee, Claude Curtis (r) (Maintenance), looks on.



University of Iowa athletic director Paul W. Brechler (l) presents a Sheaffer desk set to John S. Davidson, president of the Tournament of Roses Association, in appreciation for the hospitality accorded the Iowa Rose Bowl contingent by the Association and the City of Pasadena. The presentation took place at the Tournament of Roses Christmas party for the Iowa football team.



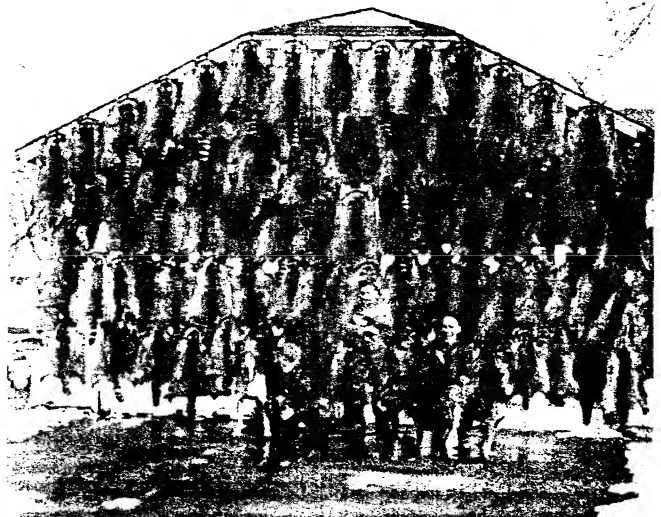
Percy Lainson, warden of the Iowa State Penitentiary, outlines the high cost of crime in the United States during a recent talk before the Foremen & Supervisors Club.



"What's Elvis Presley got that I haven't?" asks Ed McKiernan (Tool and Die) as he does a take-off on the current rock-and-roll idol during the Richardson School's recent P.T.A. show. (Gaule Studio)



Sheaffer's was well represented at the State Jaycee Board meeting in Ft. Madison recently. Pictured above are some of the Jaycees who participated. L-r: front row, Ed Thorn (Sales), Charley Rupert (International), Doug Duncan (Screw Machine) and Jack Finley (Traffic); rear row, Darrell Klauenberg (Accounting), Conrad Gillett (Engineering), Lyle Box (Service Correspondence), Charley Bertleshofer (Plating), Carl Siefken (International), Ray Wilson (Receiving) and Tom Frantz (Patent Research).



Coon hunter Melvin Hall (r) (Maintenance) displays the hides of 77 raccoon he killed during the past three months within 40 miles of Ft. Madison. With Melvin are his two sons, Gene (l) and Jim (center) and their hounds.



All in a day's work for Irene Warson is this assortment of pies and cakes.

When Irene Warson came to work for the company five years ago, her ambition was to be a cashier. Today, she's rolling in dough.

As the cafeteria's pastry chef, Irene has made over 35,000 pies and cakes during that time to sweeten the appetites of Sheaffer employees. Normally, she averages 23 pies a day plus four to six cakes. However, it may range up to 75 a day as it did during the Export Convention last June. Several years ago when the company sponsored a Christmas dinner for its employees she baked 238 pumpkin pies.

But whether it's 20 pies or 238 pies, Irene enjoys her job.

"It's creative," she explains. "That's what I like most about it."

And her ability to create these tasty pastries is particularly appreciated by guests at the plant who sample her pies and cakes for the first time. Usually the first bite brings forth a favorable comment from the plant visitor who quite naturally expects something less palatable than these tasty home-made pies and cakes.

Enjoys Cooking

Although Irene has always enjoyed cooking, she readily admits she did only the normal amount of baking that any housewife does before she came to Sheaffer's in quest of a cashier's job in the new cafeteria. However, because the cafeteria did not require a full time cashier, she volunteered to try out for the job of pastry chef.

The transition from making one or two pies for her family to mass producing them for dessert-hungry em-

Rolling In Dough...

ployees was a new experience. But in time, making 20 or 30 pies became routine for her.

Irene's day begins at 6:30 a.m. The crusts and fruit fillings are made the day before so she can immediately make her pies and put them in the oven. Cream-type fillings of course are made up the same day because of their perishable qualities. By 8:30 a.m. the pies are taken out of the oven and set on racks to cool. That would seem to make a pretty short day for Irene. Actually, however, it has just begun.

Favorite Pies

With the help of Pauline Bernhardt and Ruby Collier, she makes up the pie crust for the next day and bakes four to six cakes plus meringues or cream puffs if they happen to be on the menu and prepares the fruit filling for the following day's pies.

Cream pies are the most popular pies in the cafeteria. Here's how Irene rates the pies in order of popularity: custard, chocolate, lemon, banana, Boston cream pie and raisin butter. Behind these come the fruit pies such as apple, cherry, gooseberry, pumpkin and mince.

When Irene finishes her day's work at 3 p.m. her baking is done.

"I do very little baking at home," she explains, "except when Toby Gene is home."

Bakes For Son

Toby Gene of course is her son, a midshipman at the U.S. Naval Academy who steams up enough enthusiasm for her pies when he's home to induce her to bake one of his favorite pies.

And while her husband, Toby (Gold Nib) has an equally sweet tooth for pies and cakes, Irene figures he gets his fill of her pastries here at the plant.

"Actually he has a bigger choice of pies and cakes here than he'd get at home anyway," says Irene.

Goderich Plays Host To Santa



It took some persuasion by Santa before this coy little lass would open up and tell Santa what she wanted for Christmas. She was one of the hundreds of youngsters who visited Santa at the annual Christmas party for Goderich employees and their families.



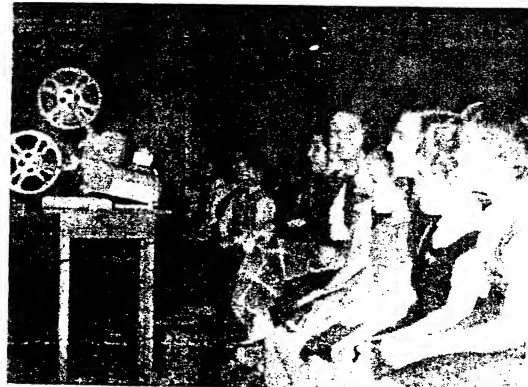
Santa chats with some of his little friends who were on hand to greet him when he arrived at the party.



A visit with Santa was somewhat of a less happy experience for this little one. Even a present from Santa wasn't enough to hold back those tears.



Youngsters gather around the refreshment table after the entertainment.



Movies captivate the attention of this group of youngsters during the Christmas party.



Refreshments proved popular with this quartet.



Parents as well as children seem to be enjoying the party as this candid shot of a section of the audience clearly indicates.

SHEAFFER'S

REVIEW

Vol. 10 February No. 2

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U.S.A.

Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,
Goderich, Ontario, Canada

Australian Office and Factory
Melbourne, Australia

International Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

FIVE EMPLOYEES TO BE RETIRED FEBRUARY 28

Five Sheaffer employees will be retired from the company February 28 under Sheaffer's retirement program.

Oldest of the retiring employees in point of service is Herman J. Hellige (Occupancy) who has been with the company 33 years. Another veteran employee who will be joining the ranks of the retired is William H. Kiehne (Credit) with 29 years' service.

The three other retiring employees, together with their periods of service are Leo Daugherty (Occupancy), 15 years; Tom Boovis (Molding), 11 years, and Savilla Walker (Service) 10 years.

IT WAS A GOOD PLACE

A man was making application for employment and asked the personnel manager:

"Does this company pay my hospital insurance?"

"No—you pay for it. It's deducted from your salary."

"Last place I worked for, they paid for it," the applicant said.

"Did they give you a life insurance policy too?"

"Sure."

"Three week vacations?"

"Yes—and they had big bonuses and gifts for your birthday, and . . ."

"Why did you leave there?"

"They went broke . . ."

MEN'S BOWLING TOURNEY TO COMMENCE FEB. 27

The annual Sheaffer Men's Bowling Tournament will get underway on the Sheaffer clubhouse alleys Feb. 27 following the windup of the regular bowling season.

All Sheaffer employees who have bowled 12 games on an ABC sanctioned alley are eligible to compete in the tournament. Those planning to participate in the tournament should contact Bob Consbrock (Drafting), Ernie Pezley (Production Planning) or Lewis Hansen (secretary-treasurer).

Team captains also will be contacting members of their team to determine how many plan to enter the tournament. As soon as the list of bowlers interested in the tournament has been completed, the schedule for the tourney will be announced.

The third and final round of the men's bowling league winds up the week of Feb. 14. Any postponed league games will be rolled the week of Feb. 21-25.

L. D. GOOSEY DELEGATE TO NATIONAL VFW MEET

Leland Goosey (Plastic Fab) was a delegate to the recent annual mid-winter Veterans of Foreign Wars' conference in Washington.

Leland, a member of the VFW's National American Sovereignty Committee, was appointed by Cooper T. Holt, VFW commander-in-chief to attend the three-day meeting and assist in formulating the organization's legislative program which will be presented to Congress. Leland, together with other delegates to the meeting appeared before the House Veterans Affairs committee.

ORV RICHARDSON WINS TV BOWLING MATCH

Trailing by 19 points at the end of the second game of a three-game series, Orv Richardson (Pencil) came from behind to win a six pin victory over his opponent, Bob Phelan, in his first televised bowling appearance on Quincy's KHQA-TV.

Orv finally wound up with a three-game total of 562 against the Ft. Madison attorney's 556. The match was one of the closest in the tv station's current bowling series. Orv received \$75 for his victory.

Service Anniversaries

-30 YEARS-

Arthur Steeples—Plastic Fab
Floyd Hancock—Pencil

-15 YEARS-

Mary E. Bryan—Plastic Fab
Hilda Comstock—Pencil
Merle Hutson—Gen. Adm. Operating
Dallas Phillips—Pen Assembly
Leo Winnike—Pen Assembly
Roland Fichtenkort—Molding
Robert Beckert—Molding
John Wilson—Metal Fab
Luther Burghoffer—Pencil
Archic Adkins—Plating

-10 YEARS-

Adrienne DeHaven—Gen. Adm. Operating
Hattie Murphy—Pencil
Reginia Krogmeier—Service
Ruth Kirchner—Stenographic
Ina Ballard—Plant No. 3
Carl Hundt—Engineering
Ralph Cramer—Traffic
Joseph Jankowski—Tool
George Snyder—Service
Harry Ross—Plant No. 3
Tom Meyer—Salesman

-5 YEARS-

Margaret Roxlau—Occupancy
S. Joanne McKeever—Steno.
Grace McManis—Cafeteria
Zelda Pohlpetter—Production Control
Floyd Cousins—Tool & Die
Thomas Ertz—Tool & Die
Eugene Wisbey—Maintenance
Kenneth Miller—Maintenance
Alonzo Tucker—Occupancy
John McMullen—Occupancy
W. J. Courtney—Sales

W. A. Sheaffer II Receives Award In Philadelphia

W. A. Sheaffer II was honored recently by the Golden Slipper Square Club of Philadelphia with the Masonic organization's "Award for Distinguished Achievement."

The award was presented to 13 prominent Americans which the Golden Slipper Square Club cited as "young giants of industry, in professional and governmental life in the United States."

Sheaffer's Review

Strictly for Ladies ...

Have you ever noticed that when men grow enthusiastic about cooking, it's the flourish that intrigues them—the special seasoning, the new sauce, a culinary "secret," such as cooking with wine or beer. All would-be cooks—men and women—can profit from these ideas. The art of cooking is highly satisfying, and fun, when it's done with a difference. Happily many gourmet touches are easy to achieve and often inexpensive.

Instead of following everyday cooking methods with crab meat, fish sticks, and fish fillets, these recipes tell how to combine fillets with broccoli in a cheese sauce, to add mushrooms, minced clams and cooking sherry to a crabmeat casserole.

FILLETS DIVAN

2 pounds frozen fish fillets (cod, haddock, ocean perch, or any white-meated fish)	1 1/4 pound process cheese, cubed
2 tablespoons melted butter	1 1/2 teaspoon salt
Salt and pepper	1/2 teaspoon dry mustard
2 packages frozen broccoli	1/8 teaspoon garlic salt
4 tablespoons butter	1/2 teaspoon Worcestershire sauce
3 tablespoons flour	
1 1/2 cups milk	

Let fillets thaw on refrigerator shelf or at room temperature. Brush fillets with melted butter, sprinkle with salt and pepper. Pre-heat broiler. Broil 3 inches from source of heat for 10 to 15 minutes, or until fish flakes easily when tested with a fork. Cook broccoli according to directions on package. Prepare cheese sauce as follows: Melt butter in a saucepan. Remove from heat, stir in flour, then milk. Return to heat and cook, stirring constantly, until thickened. Add remaining ingredients and continue cooking until cheese is melted and sauce smooth. Arrange broccoli in baking dish. Pour half of sauce over it; arrange fish fillets on top. Top with remaining sauce. Place in moderate oven (350° F.) for about ten minutes to heat thoroughly. Makes 6 servings.

CRABMEAT CASSEROLE

1 can crabmeat	1 cup sweet cream
2 tablespoons butter or margarine	1/4 teaspoon salt
1 small can sliced mushrooms	1/8 teaspoon pepper
1/2 green pepper, finely chopped	Yolk of one egg
1/2 cup cooking sherry	1/4 cup cooking sherry
4 tablespoons minced clams, drained	

Pre-heat oven. Pick over the meat and remove fibers. Melt butter in top of double boiler and sauté mushrooms and green pepper in it. Add flour and blend in. Then add cream, stirring it in slowly; add seasonings. Beat egg yolk with sherry and add to cream sauce mixture. Lastly add the crabmeat and minced clams and cook just long enough to heat thoroughly. Serve in preheated individual casseroles on toast. (This dish may be prepared in a chafing dish and served from it.) Serves six.

Top Men Bowlers To Compete In Chicago

The six high average bowlers in the Men's Bowling League as of Dec. 31 will travel to Chicago March 23 to compete in Hochstadter's Individual Bowling Classic.

The six, who are sponsored by Sheaffer's Activity Committee, are Orv Richardson (Pencil), Jack Richmond (Tool Room), Bob Consbrock (Drafting), Clarence Cowles (Tool & Die), Lewis Pool (Tool & Die) and Al McDonnell (Maintenance).

The rich bowling classic is open to bowlers who have not held an average of 185 or more during the past five years.

Three Sheaffer Teams In State Tournament

Three Sheaffer bowling teams will compete in the State Women's Tournament Feb. 23-24 at Council Bluffs.

The Sheaffer team, sponsored by the Activities Committee, will be made up of Marie Smith (Plastic Fab), Wanda Cornell (Pencil), Lorene Clark (Pencil), Alta Mae Perry (Cashiers), Sally Koellner (Metal Fab) and Erma Terry (Pencil).

The Office and Shipping No. 1 teams also will compete in the tournament.

Office team keglers who will make the trip to Council Bluffs are Aurelia Atkinson (IBM), Janet Consbrock (Sales), Dorothy Hoenig (Accounting), Martha Rickelman (Shipping) and Kay Haley (Accounting).

The Shipping No. 1 team will be made up to Mary Thompson (File), Mary Ussery (Advertising), Arletta Roxlau (Shipping), Betty Wegs (Plating) and Flo Fickel.

Two Named To Concert Board

Two Sheaffer employees have been elected directors of the Ft. Madison Community Concert Association.

Named to three year terms on the board were Henry Rippenkroeger (Production Planning) and Gordon Lane (Accounting). Henry is a former president of the Community Concert Association.

Photo Forum

This month's question deals with a subject familiar to all of us — income taxes.

If it were possible to abolish either state income taxes or federal income taxes, which would you favor doing away with and why?



ROBERT BOON (Screw Machine)—I don't think they could abolish either one. You've got to have taxes to keep the government going whether its state or federal.



LORRENE KERNS (Skrip)—Cut both of them in half. That way you wouldn't be stepping too much on one at the expense of the other.



JOHN HALL (Tool & Die)—I'd favor doing away with the state income tax. You already pay a sales tax. Why pay the tax twice—when you earn it and when you spend it?



MARGARET KERR (Engineering)—I'd be in favor of doing away with the state income tax because you pay it all in one lump sum. Besides there would be a better chance of doing away with it.



FLOYD COUSINS (Tool & Die)—I'm in favor of getting rid of the state income tax. Either that or taking it out of our checks as we go. Now we're taxed when we earn the money, when we spend it and again for what we buy, through the personal property tax.



CHARLOTTE SWAN (Shipping)—I'd say the state income tax because I haven't had to pay any state tax until this year.

W. A. SHEAFFER PEN COMPANY
311 Avenue H
Ft. Madison, Iowa
Return Postage Guaranteed

Frank R. Loscher
1323 Avenue D
Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

Suez Situation Hits English Salesmen

Salesmen for our English subsidiary are making their rounds as usual these days but they're doing it in a hard way.

Gas rationing, which resulted from the Suez Canal situation, has drastically cut travel by car. Britons who use their cars for business are allowed enough gas for about 300 miles of travel a month—which just isn't enough for our salesmen. As a result most of them are using buses, taxis and trains to get around to their dealers.

Several salesmen already are contemplating buying motor scooters in order to get much greater mileage per gallon of petrol.



Increased demands on the Tool & Die plant's engineering services by Sheaffer's growing list of customers has made it necessary to enlarge the engineering department. The department has taken over the area formerly occupied by the welding department which was moved to an adjoining building.

Six At Goderich Plant Get Service Awards

Six service awards were presented to veteran employees of the Goderich plant at the Employees' Christmas dance at the Goderich Pavilion.

The presentation of the service awards by Leon H. Black, president of the Canadian company, was a highlight of the evening program. Service awards were given to the following: 10 year pins—Eric Reaburn, tool room manager; Ernest McDonald, Shipping manager; Herb Stott, plant superintendent; and Al Perdue, salesman; five year pins—Archie McLean, nib inspector and Harold Kinsella, salesman.

The plant's Activities Committee sponsored the Christmas dance.

Named Jaycee Officer

Tom Frantz (Patent Research) has been appointed to fill the unexpired term of second vice president of the Ft. Madison Junior Chamber of Commerce.

On The Cover



"Eye say . . ." This striking cover shot represents one of the many inspections a Sheaffer Snorkel fountain pen undergoes before it reaches the customer. Here the filling tube of the Snorkel pen is being scanned for any possible imperfections. Our eye-catching model, to which the picture fails to do justice, is Sue Wagner.

EVASHEVSKI GUEST OF FOREMEN, SUPERVISORS

Forest Evashevski, who piloted the University of Iowa Hawkeyes to the Rose Bowl Championship, will be the guest speaker at the Foreman & Supervisors Club meeting Feb. 15 at the clubhouse.

Iowa's head football coach will recount some of the highlights of his coaching career and discuss the university's prospects for the '57 season. Evashevski's address will highlight the dinner meeting. A drawing for a GE electric radio will be held following the Iowa coach's talk.

Named Chairmen

Two Sheaffer employees have been named chairmen of important fund raising organizations.

Aurelia Atkinson (IBM) has been appointed chairman of the North Lee County chapter of the American Cancer Society for 1957 while Norma Klopfenstein (Steno) is co-chairman of the Ft. Madison March of Dimes Polio drive.